



EAT BETTER, FEEL BETTER

BUSINESS PLAN AND HOW-TO GUIDE

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EXECUTIVE SUMMARY

1.0 Executive Summary

Eat Better, Feel Better (EBFB) is a comprehensive school-based nutrition, physical activity and health program that goes beyond classroom education, supporting food access through policies and system changes as well as partnering with school food service, and other community agencies, to reach common goals: changing behaviors around eating, health and activity levels. EBFB is a program of Public Health—Seattle & King County's Seattle Nutrition Action Consortium, Washington State University's King County Extension Food Sense Program the Solid Ground's Apple Corps (AmeriCorps Vista) Program.

EBFB brings a multitude of programs and benefits to seven King County elementary schools (five in Seattle Public Schools and two in the Highline School District). The success of EBFB is dependent upon having a wellness coordinator placed in two schools. In Seattle's five schools AmeriCorps Vista volunteers are paired with wellness coordinators to deliver programming. The team provides direct nutrition education, forms relationships to affect personal and environmental change, consults with school staff on educational programming, acts as role models for staff, family and students and brings in community partners.

1.1 Objectives

The EBFB program aims to reduce obesity by creating healthier school environments through school community programming, partnerships, policies, physical environment and promotions that support healthy eating and active living. The specific objectives of the project are to:

- a. Provide nutrition education and physical activity opportunities to students, staff & families.
- b. Build partnerships within each school and neighboring community.
- c. Develop and implement policies that promote healthy eating and active living.

EBFB activities are directed at students and their families, as well as school staff. Specific activities are based on the results of a school-wide needs assessment conducted by the EBFB staff. Example activities include:

- a. Nutrition and physical activity lessons incorporated in classrooms and after school programs.
- b. Nutrition and physical activity-themed family nights and school-wide assemblies.
- c. Working with the school staff to develop obesity prevention policies.
- d. Developing a healthy eating/walking map for each school (Community Mapping Kit-Healthy Eating & Active Living attached).
- e. Developing promotional materials (including posters, brochures and newsletters) to reinforce healthy eating choices and promote physical activity opportunities in the community.

- f. Affecting personal and environmental wellness and increasing access to healthy food in partnership with staff, students, families and community partners. Supporting school wellness policies and partner with school food service.
- g. Connecting schools with resources to create healthier school environments.
- h. Linking low-income families to food assistance programs like WIC and Food Stamps.
- i. Implementing Family Farmers Market Night to increase access to healthy, affordable food by connecting low income families to neighborhood farmers' markets and to increase awareness of the benefits of eating fresh fruits and vegetables.

1.2 Mission

Eat Better, Feel Better is a school-based, community partnership that creates healthier school environments through healthy eating and active living.

1.3 History

In 2005 the Robert Wood Johnson's Healthy Eating by Design Program funded the EBFB pilot program at T.T. Minor Elementary in Seattle. Since 2005, Robert Wood Johnson has provided \$100,000 to fund the initial pilot and this year's expansion. The grant ended in June 2008.

Currently, the EBFB program is funded mostly through matching dollars from local community agencies. Matching funds are used to leverage federal dollars from the USDA's Basic Food Nutrition Education Program (BFNEP).

In October 2007 Public Health's Seattle Nutrition Action Consortium utilized BFNEP dollars to expand EBFB and hired three Education Specialists to fulfill the role of wellness coordinators. EBFB increased programming from one school to five Seattle Public Schools. Food \$ense also utilized BFNEP dollars to hire two educators to expand the EBFB program to two schools in the Highline School District.

In the 2008-2009 school year, the Seattle Nutrition Action Consortium and Food \$ense will continue offering EBFB to the schools that benefited from the program in the 2007-2008 school year. In 2008-2009, the Seattle Nutrition Action Consortium will assess other low-income elementary schools in Seattle to test their readiness for implementation of the EBFB program in 2009-2010.

ORGANIZATION SUMMARY

2.0 Organization Summary

EBFB is an education program serving Seattle and King County, Washington. The program performs the following:

- a. Employs a Wellness Coordinator to work in two elementary schools. Currently there are three educators working in five schools in Seattle and two educators working in two schools in the Highline School District.
- b. In the five Seattle schools, Americorps Vista volunteers are paired with Wellness Coordinators.

2.1 Legal Entities

- a. Public Health Seattle-King County, Community Health Services, Parent-Child Health, Seattle Nutrition Action Consortium.
- b. Washington State University, Food Sense Program
- c. Solid Ground, Apple Corps Program (A program of Washington Service Corps)

MARKET ANALYSIS SUMMARY

3.0 Market Analysis Summary

The growing rates of overweight children and the resulting negative ramifications are undeniable. Rates of overweight among children ages 6-11 were estimated at 19% in 2004, a more than four-fold increase since the early 1970's. The overweight child is at risk for developing a number of health complications including cardiovascular problems and diabetes. Additionally, overweight children are more likely to grow up to be overweight and obese adults. Given these consequences, it is not surprising that childhood obesity is a national priority and the development of effective interventions is a primary focus of the public health community. In light of recent research which has established that overweight and obesity and related illnesses disproportionately impact low-income and minority populations, it is imperative that these are the communities which are first targeted.

The EBFB schools are located in South King County with high poverty rates. For example, John Muir and Emerson elementary are ethnically diverse schools (90% and 97% students of color respectively) with the majority of students participating in the free/reduced priced school meal program (approximately 65% of John Muir students and 79% of Emerson students). In the words of John Muir's Principal "[there is] an increased interest, if not an obligation, to be knowledgeable about the impact of poor nutrition and lack of exercise, and to be proactive about changing it" in these communities.

Schools are a logical choice for childhood obesity interventions since children spend such a large percentage of their time at school. Additionally, children, particularly in low-income communities where students participate in the free/reduced price meal program, may receive more than half of their daily calorie consumption at school. The school environment is one that can be (relatively) controlled – policies to support nutrition and physical activity are attainable if schools are given adequate support and the target populations (students, staff and families) are relatively stable.

The population in Seattle and King County is 600,000. Approximately 20% of the county's population can be characterized as low-income. This group can be broken down into three segments:

Seniors (30,000); Individual Adults (35,000); Children (55,000).

The EBFB program has identified children (elementary aged) and their families as its primary target audience. Children represent 45% of the low-income county residents that could benefit from expanded EBFB programming. It is projected that the number of low-income children will increase in Seattle and King County by 20% over the next four years. With effective intervention, the debilitation effects of chronic disease can be eliminated. About forty schools in Seattle

and Highline School districts could qualify for the EBFB program. Currently programming is taking place in seven schools.

Eat Better, Feel Better Schools Demographics

Seattle EBFB Schools	Number of Students	Nat. Am.		Afr. Am		Latino		Asian		White		F/R Lunch
		#	%	#	%	#	%	#	%	#	%	
Muir	312	6	2%	189	61%	11	4%	66	21%	40	13%	65.1
Emerson	382	7	2%	230	60%	43	11%	89	23%	13	3%	79.1
Concord	303	14	5%	25	8%	193	64%	39	13%	32	11%	87.9
Van Asselt	509	5	1%	96	19%	74	15%	322	63%	12	2%	83.3
TT Minor	235	6	3%	172	73%	15	6%	15	6%	27	11%	77
Totals	1,741	38		712		336		531		124		
Average			2%		44%		20%		25%		8%	78

Highline EBFB Schools	Number of Students	Nat. Am.		Afr. Am		Latino		Asian		White		F/R Lunch
		#	%	#	%	#	%	#	%	#	%	
Seahurst	565	24	4	71	13	237	42	57	10	176	31	68
Madrona	640	6	1	135	21	335	52	85	13	79	12	82
Totals	1,205	30		206		572		142		255		
Average			3%		17%		47%		12%		22%	75%

Seattle Public Schools Website October 2007 / Highline OSPI Website October 2006

3.1 Expected Outcomes

- Increased school community (students, families and staff) awareness of healthy dietary choices and of the importance of daily physical activity.
- Changes in school wide policies to support healthy eating and active living.
- Increases in nutrition education in all classrooms in both schools.
- Positive changes in food consumption and physical activity habits of students, families and staff.
- Create an overall school environment which supports healthy choices.

3.2 Impact

Currently EBFB impacts 1,740 students at five Seattle Public Schools and 1,200 at two Highline Schools and approximately 50% of the families. The program aims to impact individual behavior change including: increased consumption of fruits, vegetables and whole grains; decreased consumption of nutrient-poor and high-fat/high-sugar foods; and increased daily physical activity. In time, we expect that these forms of behavior change will result in a decreased incidence of chronic disease, specifically obesity and diabetes.

3.3 Evaluation

The EBFB program partners with the University of Washington/ECOR to design and implement a program evaluation that measures outcomes, process, key indicators of success, and staff and parent perceptions of the program.

Documented Projection Impacts: 82% of parents reported their children asked them to buy more fruits and vegetables; 100% of staff did not consider the program an undue burden on the.

3.4 Primary Partners

- a. *Seattle & King County Public Health/Seattle Nutrition Action Consortium (SNAC) and Washington State University/Food \$ense.* SNAC and Food \$ense hire and supervise the nutritionists/nutrition educators who work within each school. They provide nutrition education programming and administrative support.
- b. *Seattle School District and Highline School District.* The nutrition services departments of the Seattle and Highline school districts are key players and supporters of EBFB. The departments provide support and guidance for several program activities including taste testing of healthy foods.
- c. *Apple Corps/Solid Ground.* The Apple Corps VISTA volunteers, a program of Solid Ground, are a part of the EBFB school team paired with the nutritionist. The VISTA volunteers focus on physical activity and policy within the school community.
- d. *University of Washington (UW) and Exploratory Center on Obesity Research (ECOR).* UW and ECOR evaluate the program to determine best practices and effectiveness.
- e. *Feet First.* Feet First provides direct support and assistance in developing the healthy eating under the Robert Wood Johnson grant. Feet First developed the Healthy Mapping Kit.

STRATEGY AND IMPLEMENTATION SUMMARY

5.0 Strategy and Implementation Summary

EBFB is a school-based, community partnership that creates healthier school environments through healthy eating and active living. Currently, the program is in place in 7 schools (five in Seattle and two in Highline).

Outlined below is a high level summary of our implementation plan on expanding from our pilot school into additional schools.

5.1 Implementation Plan

- a. Identify key stakeholders and partners. Are their grocery stores within your area that will donate produce for education purposes? Is there a local university willing to lead the evaluation of your programming?
- b. Come up with a list of activities you will include in your programming. Refer to Appendix E, 'EBFB Cost Share Activity Menu' to see a high level summary of the programming components we offered to our schools. Write a detailed summary of each activity, trying to identify challenges you may face with each activity. For instance, will you be offering Family Night events at your partner schools? What does the night look like? Will dinner be provided? Who will pay for the meal?
- c. Meet with a representative from your local school district to determine the steps required to partner with a school. Within the Seattle School District, we partnered with the Health Education Department and the Nutrition Services Department. Forming these partnerships early helped us gain entrance to the individual schools.
- d. Present the program to perspective schools. Due to our funder, we are required to work in schools with 50% or more of the students qualifying for free/reduced price meals. We found 10 qualifying schools and had the schools apply to be apart of the program. It helps to form partnerships with schools with energetic principals and interested staff. We found the application process helped in identifying schools with health champions and leaders. (Refer to Appendices B, C, D, E, and F for information to share with the perspective schools).
- e. Meet with the selected school staff to introduce the program. Ideally, you will present this information before the beginning of the school year.

5.2 Marketing Strategy

EBFB positions would be funded utilizing USDA's BFNEP funding using a matching funds system. The Nutrition Coordinator within each school would then be responsible for implementing the successful activities and initiatives. Through a grant from the Robert Wood Johnson Foundation we were able to fund training teachers in 76 elementary schools district wide on ways to integrated nutrition education into core subject areas using lessons learned in our pilot project. The principal at the first EBFB school, TT Minor Elementary, who has become a champion in nutrition causes for the district, was transitioned to a new role within the district offices as Elementary Education Director. Her responsibilities include providing direction to all elementary

school principals within the district. Using her “nutrition champion assets”, we relied on her passion for nutrition to assist with the school recruitment and training plan.

Program brochures can be distributed by local social service programs and agencies that serve the target population groups. In addition, these programs and agencies can serve as advocates of using EBFB in response to the need for emergency food.

Presentations can be made at appropriate meetings, conferences and trainings and to local Public Health and School District Boards. The EBFB has received media coverage. The Public Health-Seattle & King County web site will provide a site to disseminate EBFB program information.

5.3 Fundraising Strategy

EBFB has submitted several supplementary grants and has received funding to augment USDA BFNEP funding. Grants have funded program start up, laptop computers, cooking kits, food for nutrition education and family night events (food and farmers market events), conference registration and travel. We will continue to submit grants to help cover costs of programming.

5.3.1 Funding Forecast

We expect to be able to sustain funding for the EBFB program during the coming year using BFNEP funds. We will continue to seek grants to augment policy work (not allowed under BFNEP requirements) and programming needs.

To sustain these positions we must collect matching funds in the form of public school and community agency staff time. Collecting enough matching funds through staff time sheets poses a time-intensive administrative burden for all wellness coordinators as well as supporting staff, taking away essential educational opportunities.

In the future as the program expands we will attempt to fund an EBFB coordinator to oversee the program in the schools. In addition, this position could assess the needs of and offer support to other school districts in the county who want to improve nutrition and physical activity environments. However, USDA funds are very restrictive, limiting use to classroom education only, when success and sustainability of the program requires work towards policy, environmental and systems level changes.

MANAGEMENT AND PERSONNEL SUMMARY

6.0 Management and Personnel Summary

EBFB’s management team in Seattle consists of a Program Manager and Nutrition Consultant, located at Public Health-Seattle & King County. Three Wellness Coordinators are based at five Seattle Public Schools. In the Highline School district, the EBFB Program Manager is located at Washington State University’s Extension office. Two Wellness Coordinators spend half their time carrying out programming in two Highline schools.

FINANCIAL PLAN

7.0 Financial Plan

EBFB is funded from a variety of sources, public and private. We anticipate that funding will increase by 15% over the next three years. Program managers and stakeholders will be responsible for reviewing the program expenditures and making adjustment to assure the program solvency.

7.1 Important Assumptions

The financial plan depends on important assumptions, most of which are shown in the following table.

The key underlying assumptions are:

- USDA's BFNEP program will continue to fund programs such as EBFB
- Local agencies (Public Health, Washington State University, School Districts) will continue to support EBFB programming

7.2 Operation Budget 2009

Public Health's Eat Better, Feel Better Operation Budget 2009

	Local Matching Funds (55%)	Federal Reimbursement USDA (45%)	Total Program Cost
Salaries			
Program Manager	\$ 39,556	\$ 32,364	\$ 71,920
Nutrition Consultant	\$ 23,718	\$ 19,406	\$ 43,124
3 Wellness Coordinator	\$ 164,604	\$ 134,676	\$ 299,280
Benefits			
36% (Full Family Medical, Dental, Vision, Retirement, etc.)	\$ 82,037	\$ 67,121	\$ 149,158
Goods and Services			
Food for Cooking Classes	\$ 2,444	\$ 2,000	\$ 4,444
General Supplies	\$ 611	\$ 500	\$ 1,111
Office Supplies	\$ 611	\$ 500	\$ 1,111
Educational Materials	\$ 1,222	\$ 1,000	\$ 2,222
Travel			
Local Mileage	\$ 1,222	\$ 1,000	\$ 2,222
Subtotal	\$ 316,026	\$ 258,567	\$ 574,593
Federally Negotiated Indirect Rate (19.16%)	\$ 60,550	\$ 49,541	\$ 110,091
TOTAL	\$ 376,576	\$ 308,108	\$ 684,684



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TT Minor Pilot Overview

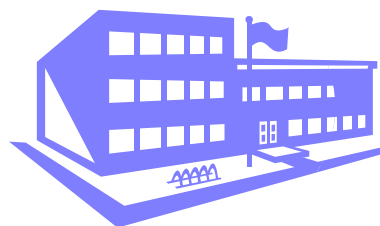
The Eat Better, Feel Better (EBFB) program was implemented at TT Minor Elementary School in the central Seattle during the 2005-2006 school year. With the support of a 20 hour a week EBFB school staff nutritionist, TT Minor was able to change the school environment so that healthy eating became the norm rather than the exception. Opportunities to make these healthy changes were identified by school staff through an initial assessment and continuous feedback. At TT Minor, the following outcomes were achieved in one year:

Identified promising strategies for nutrition education:

- Weekly school assemblies/celebrations
- Integration of nutrition education into other core subjects
- Healthy eating classes

Family and community involvement:

- Family nights
- Ethnic menus
- School-based policy assessments
- Collaboration with partner organizations offering education programs



Introduced new tools and products:

- Walking map and audit of healthy affordable food sources
- A farmer's market family night to support student & family nutrition education
- Guest chefs
- Nutrition related field trips

Documented project impacts:

- 82% of parents reported their children asked them to buy more fruits & vegetables
- 0% of staff considered the program a "burden"

Leveraged additional funding for school health efforts:

- USDA Fresh Fruit & Vegetable Grant provided fresh produce to staff and students for morning snack and lunch.

Due to the success of the EBFB pilot project, additional funds have been provided to expand the initiative to 4 other elementary schools in the Seattle School District and 2 schools in the Highline School District. Although the program is being modeled after the lessons learned at TT Minor Elementary, each new school will work with their staff nutritionist to design a customized program.

This material was funded, in part, by USDA's Basic Food Program. The Basic Food Program provides nutrition assistance to people with low income. It can help you buy nutritious foods for a better diet. To find out more, call 1-800-221-5689.

This institution is an equal opportunity provider and employer.



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Project Overview

Background

In 2005, the Robert Wood Johnson Foundation awarded \$50,000 to the Seattle School District to pilot the Eat Better, Feel Better Program (EBFB). The program was developed to support healthy school environments by focusing on health policy, programs, promotions, physical environment and partnerships. Program activities are directed at students and their families, as well as staff, and are supported by a 20 hour a week EBFB school staff nutritionist.

The EBFB program was successfully implemented at TT Minor Elementary during the 2005-2006 school year and has received national attention and acclaim. Due to the success of the TT Minor pilot, the EBFB program will be brought to an additional four Seattle elementary schools and two Highline elementary schools during the 2007-2008 school year. With the collaboration of key partner organizations and the identification of a sustainable funding source, EBFB will continue at these schools indefinitely.

Funding

The EBFB program is partially funded by a cost-share program for Food Stamp Nutrition Education. The federal Food Stamp Program (FSP) will match every "dollar" used for approved "nutrition education" activities. This includes matching the pay for teacher and school staff time dedicated to nutrition education. For example, if a teacher provides one hour of nutrition education to their class, the FSP will "match" the teacher's salary for that hour. While there are specific guidelines as to what qualifies as "nutrition education," any school staff member (teachers, principals, food service employees, librarians, custodial staff, etc) can obtain matched-funding for the program. With this funding source, school staff participation is essential to the sustainability of the EBFB program.

Partners

The following partner organizations are instrumental to the success of the EBFB program:



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Washington State University, King County Extension: Food \$ense

Food \$ense has been a King County program since 2001 and has reached 148 classrooms during the 2006-2007 school year. The Food \$ense CHANGE program improves the nutrition of children and their families by teaching a nutrition curriculum enhanced by gardening, cooking and other hands-on activities. Additionally, CHANGE instructors act as a support system and resource for teachers as they incorporate nutrition education into their daily classroom work. CHANGE instructors also participate in school family nights and other family or adult outreach activities.

Public Health Seattle & King County: Seattle Nutrition Action Consortium (SNAC)

SNAC was founded in 1994 with the mission to improve the health and nutritional well being of limited income families with children in the Greater Seattle area. SNAC promotes the good taste of healthy food and encourages families to eat meals together. SNAC has developed three innovative nutrition education programs that reach families in the Greater Seattle area: Taste & Health, Mission: Delicious, and Nutrition Gardening. Last year SNAC reached 8,000 people during events.

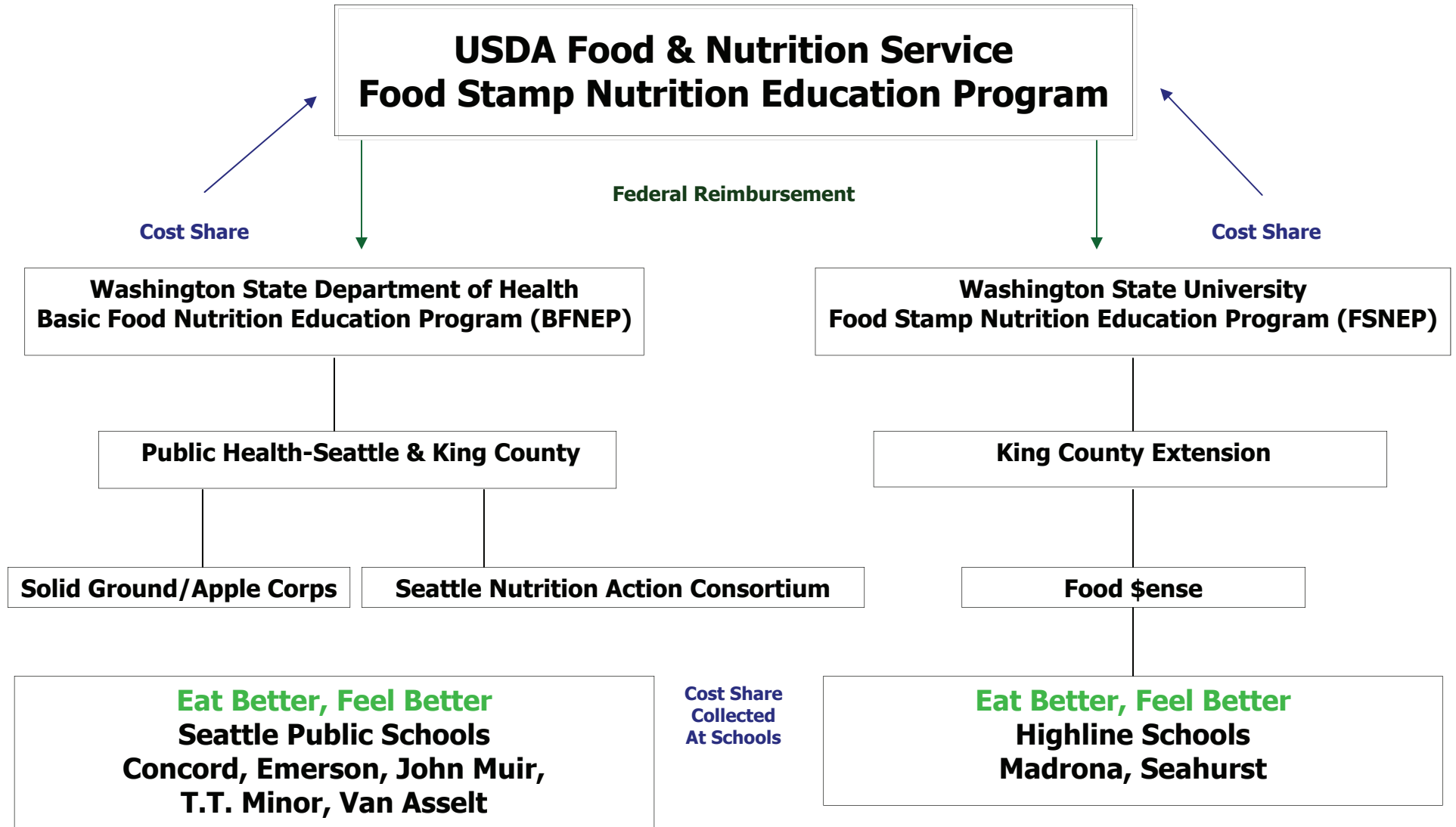
Solid Ground: Apple Corps

Solid Ground works to achieve a just and caring community free from poverty, prejudice and neglect. Solid Ground is involved with anti-hunger and nutrition education work in schools and throughout the community. The Apple Corps, a program of Solid Ground, promotes proper nutrition, active living, and healthy school environments for children and families in Seattle and King County through school-based programming.

STEPS to Health, King County

King County Steps to Health is a federally-funded program lead by community partners and Public Health - Seattle & King County, focusing on the areas of asthma, diabetes, obesity, nutrition, physical activity and tobacco.

Eat Better, Feel Better Organizational Chart



Contributing Partners: Robert Wood Johnson Foundation, University of Washington, STEPS to a Healthier US, Treeswing, Feet First, USDA Fresh Fruit and Vegetable Grant, Community Learning Centers, Child Nutrition Services Seattle Public Schools, Lettuce Link, Island Wood, and PCC.



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Benefits to Participation



Improved Student Achievement

As of August 2006, all K-12 students are required to receive a minimum of 10 hours of nutrition education annually. In addition, GLE's and CBA's will be made available by the Office of Superintendent of Public Instruction in 2009. The school nutritionist/ educator can develop nutrition and health activities geared towards meeting these requirements in a non invasive way.



Happy and Productive Staff

Staff that live healthy lifestyles are more likely to be productive and are less likely to miss work. The school nutritionist/educator can offer voluntary healthy eating/living classes for school staff. The school nutritionist/educator can also leverage additional funding to supply healthy snacks and meals at special staff events.



Healthier Students

Research shows a positive correlation between health and academic performance. The healthier students are, the more ready they are to learn. Children who are well nourished perform better on standardized tests, are absent less often, take less visits to the school nurse and concentrate better. The school nutritionist/educator can work with nutritionally at risk students or families.



Community Partnerships

It is a goal of the Seattle District to work with community organizations to strengthen our schools. There are many local organizations that would be willing to support nutrition and health initiatives in your school for low cost. The nutritionist/educator can identify these agencies and work with them to support your school.



Free School Supplies

Your school nutritionist/educator can provide the following nutrition education materials to your school for NO cost: library books, posters, office supplies (paper, pens, markers, etc), classroom cooking supplies and gardening materials.



School Recognition

This program brings a cutting edge approach to solving a problem that is occurring nationally in our schools– childhood obesity. Be one of the first schools in the nation to implement this exciting program.



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Programs, Activities & Services Menu

The Eat Better, Feel Better program will work with your school to develop a custom program of education, activities and services to meet the specific needs of your school. Programs and activities might include:

Family Nights – cooking demonstrations, taste testing of new items on the school meal menu, health education, health games and activities. Math, science and literacy can be integrated into activities. A free dinner can be provided to families.

School Assembly Programs – nutrition and physical activity-themed programming and presentations

"Principal Reads" Program – allows the principal or other school staff to connect with students through reading over the intercom. Each classroom receives a new book to read along (can also promote the school lunch menu at that time).

Nutrition Education and Counseling Referrals – for nutritionally at-risk students

Nutrition Journaling – materials provided for journaling activities can be incorporated into writing and literacy lessons

Standardized Nutrition and Physical Activity Lessons and Curriculum –stand alone lessons, Mission Delicious nutrition education program and The Great Body Shop curriculum

Taste Tests – offered during school assemblies, as part of a classroom activity in partnership with the school cafeteria, Family Nights and/or at meal time

School Contests – promotes health education through monthly nutrition and physical activity games

Fruit and Vegetable of the Month Program – highlights a new fruit and vegetable each month that is integrated into the school day in partnership with the school cafeteria

Nutrition Educators – brings a nutrition expert into the classroom



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Field Trip Support – organization and facilitation support for nutrition and physical activity-themed field trips

Newsletters – promotes school health activities and provides students, staff and parents/guardians with nutrition education, recipes, activity ideas and more

Guest Presentations – a local farmer or chef can present to your student body

Tours – for instance, a tour of the central kitchen that integrates core competencies in math and science

Gardening Programs – allows students to learn about food and nutrition from seed to table (easily incorporated into science curriculum)

Parent Workshops – provides parents and guardians with economical recipes, cooking and grocery shopping skills, physical activity ideas, free resources and more

Staff Training and Education – nutrition and physical activity lesson plans, staff wellness sessions, one-on-one education for food service employees

Art Projects – decorate the school with images of health; might include door decorating contests and cafeteria/hallway bulletins and displays

Health Fairs – allows students to explore a variety of health topics in an interactive and fun environment

Nutrition Advisory and School Health Councils – offers a forum for interested staff, students and families to help shape and support a healthy school environment

School Meal Promotion – helps ensure all students are receiving the nutrition they need to learn and grow

Lesson Plans – provides innovative lesson plans to support the GLEs and CBAs, including lessons and activities for library science, art, computer labs and PE classes



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Family Nights

A time for the school community to gather, eat a delicious, nutritious meal, play and learn how to grow healthy kids!

The Eat Better, Feel Better program (EBFB) offers a variety of nutrition and health related Family Nights. Each event integrates requirements for Classroom Based Assessments in one of the following areas: Literacy, Math or Science. Family Nights can also help schools implement the District Nutrition Policies and Procedures. Some of the Family Night options available are:

Market Night

A fun night with fruit and vegetable produce stalls. Kids get to purchase food with play money, building math skills, while they build strong, healthy bodies! Families bring home delicious fresh fruits and vegetables purchased with the play money!

Carnival!

Enjoy nutrition related carnival games, including Veggie Twister, Nutrition Jeopardy, Ring Toss, Food Guessing Game and a Food Pyramid Relay Race. Prizes are provided.

Food for Thought

The spotlight of this Family Night is on how the media influences our food choices. Join us for this fun event that helps kids and families become more media-savvy.

Nutrition Bingo

Families enjoy a lively game of Nutrition Bingo testing their nutrition knowledge, while sharing a delicious and nutritious meal!

Breakfast for Dinner

Learn about the importance of breakfast in helping students succeed in school and the breakfast program at your school! Families will prepare easy and nutritious breakfast items... and will get to enjoy eating them too.

Let's Go Swimming!

Meet us at the local pool for an evening of supervised, active play!

Steps to Implementing a Successful Family Night at your School:

This material was funded, in-part, by USDA's Food Stamp Program.
This program is an equal opportunity provider and employer.



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Activities, organization, and all food will be provided by the Eat Better, Feel Better program and your school EBFB team. The school should:

1. Work with your school nutritionist to choose a family night event that meets the needs of your school.
2. Pick a meal to complement your event.
3. Schedule a night to hold the event.
4. Sign-up 10 school staff and/or faculty to help make Family Night a success! This would include a combination of teachers, administrators and custodial staff. Six volunteers can help set-up and participate and four volunteers can help participate and assist with clean-up. Each staff member would participate for approximately two hours. School Principals will also attend these events.
5. Volunteers can help post provided fliers and include notices in school newsletter/listserves three weeks in advance of the event with weekly reminders to ensure a good turn-out!
6. Talk to the school nutrition educator about space and seating requirements. Coordinate with your custodial staff to have the cafeteria or gym ready to go.



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Family Farmers Market Nights

Eat Better, Feel Better (EBFB) organizes popular Family Farmers Market Nights to increase access to healthy, affordable food by connecting low income families to neighborhood farmers markets. These school family night events are an effective means of increasing awareness of the benefits of eating fresh fruits and vegetables.

An important fundamental for good health is access to fruits, vegetables, and other healthy foods. All too often healthy food options are limited in low-income communities. This lack of access to healthy, affordable food compromises individual and community health.

During the 2007/08 school year students at Emerson, John Muir, and Van Asselt Elementary schools in the Seattle School District enjoyed the experience of shopping at a farmers market...right at school! Hundreds of families gathered for a free healthy dinner, an evening of fun and interactive activities including cooking demonstrations, nutrition and physical activity games, produce sampling and a live "Farmers Market".

After enjoying a taco salad dinner in the cafeteria, students were given play money to shop for fresh fruits and vegetables. Students led their families down hallways lined with tables piled high with fresh fruits and vegetables, from apples and pears to red cabbage and broccoli. Volunteers worked in the farmers market booths, encouraged students and families to sample the produce, and provided nutritional information and recipes. Students practiced math skills by using play money to purchase produce, generously donated by PCC Natural Markets. A Family Farmers Market Night Fruit and Vegetable and Recipe Guide was given to each family. At the end of the night, each family went home with a bag full of fresh fruits and vegetables to enjoy!

Success Stories:

Family nights were very popular and well attended. Attendance at the Van Asselt Family Farmers Night set a record with attendance being higher than any other family night held at the school. A large number of school staff attended the events and gave positive feedback. After the events, we fielded several calls from people requesting information on starting an EBFB program at their school or asking for more information on holding their own farmers market night.



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Community Partners are essential to the success of Family Farmers Market Nights.

Food Services of America and Vendors

Donated food and supplies for a free and nutritious meal that was enjoyed by families.

PCC Natural Markets

Donated produce for farmers market, paper shopping bags, gift cards and provided staffing for booths.

Public Health-Seattle & King County

Provided Eat Better, Feel Better staff to coordinate family farmers market nights.

Seattle Public Schools Nutrition Services, Teachers and Students

Made posters, provided staff for market booths and other activities and opened the school to families. Schools sent home invitations and reminders to families about the Family Farmers Market Night.

Seattle Neighborhood Farmers Market Alliance

Provided information table and craft activity. Seven markets in Seattle are certified to accept electronic food stamps, as well as WIC and Senior Family Farmers Market Night Nutrition Program Coupons.

USDA Fresh Fruit and Vegetable Program

Provided funds used to purchase staffing and produce for farmers market at Emerson Elementary.

Volunteers

Volunteers staffed the farmers market booths, decorated tables, provided samples, tips, assisted students and helped with set up and clean up. Other volunteers wore **broccoli, banana and carrot costumes** for added excitement.

Washington State Beef Commission

Donated cost of meat and family mealtime materials and provided a healthy meal cooking demonstration to participants.

Washington State Dairy Council

Donated cost of milk and cheese for meal.

This material was funded, in part, by USDA's Basic Food Program. The Basic Food Program provides nutrition assistance to people with low income. It can help you buy nutritious foods for a better diet. To find out more, call 1-800-221-5689.

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EALRs, CBAs & GLEs for Health & Nutrition

The Eat Better, Feel Better (EBFB) program can help your school meet current and upcoming state academic requirements as listed below:

Essential Academic Learning Requirements (EALRs)

The health and fitness EALRs were developed so students can learn health, safety and fitness concepts and practices for a healthy, active and successful life. The health and fitness EALRs are available at:

<http://www.k12.wa.us/curriculumInstruct/healthfitness/ealrs.aspx>

Classroom Based Assessments (CBAs)

CBAs will be mandatory for fifth grade students starting in the 2009-2010 school year. This includes six Health and Fitness CBAs. These assessments can be viewed on-line at:

<http://www.k12.wa.us/assessment/WASL/HealthFitness/default.aspx>

Grade Level Expectations (GLEs)

New GLEs are being developed by OSPI for core academic subject areas, including Health and Fitness. Health and Fitness GLEs will be published in the winter of 2010. Draft GLEs are available at: <http://www.k12.wa.us/curriculumInstruct/healthfitness/GLEs.aspx>

The Eat Better, Feel Better program can help ensure your school is ready for new requirements and assessments in a comprehensive and supportive way. Your school nutritionist can provide:



- **Lesson Plans** (art, PE, science, math, writing and reading)
- **Activities for library time**
- **After school activities** (including Family Nights)
- **Student body assemblies**
- **Support, trainings and education for teachers and staff**
- **Support to students**
- **And more!**



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Expectations for Schools Participating in the Eat Better, Feel Better Program

Eat Better, Feel Better (EBFB) is a comprehensive program which brings a multitude of benefits and programs to your school. To ensure EBFB is a success in your school we ask the following:

Support your school nutrition educator! Please welcome the EBFB nutritionist into your school as a staff member. He/she will need a workstation and should be included in regular staff meetings. The greater the support, the greater the reward!

Participate in cost-share and other program activities and log your time! We can "cost-share" your time when you help to plan a program activity, provide staff education, or participate in activities, such as the "Principal Reads" program or Family Nights. EBFB has a number of fun and innovative programs to offer your school. Your support through program promotion to staff, students and families and participation at events will not only help ensure the program is sustainable and a success, it will be fun too!

Support your staff! The EBFB program is a sustainable program, but only with devoted staff time for participation in activities, including planning and preparing for programs and events. Encourage staff to incorporate nutrition into their classrooms and remind them to log their time. Staff who are enabled and supported to participate in the program will guarantee EBFB programs are fully realized at your school!

Quotes from TT Minor Elementary Teachers who helped pilot the program (2005-2006)

"The [EBFB] programs have been good. Kids who would normally have Cheetos® will choose fruits and vegetables instead..."

"The students are definitely responding to healthy food better than expected. They have seemed excited and willing to try new things. This will help them in long run to make healthier choices. As an example, in the after school computer program, they often will leave behind items like crackers and take fruit and vegetables instead. More than would be expected."



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Cultural Considerations for EBFB Programs

Culture is one of many factors that impact which foods a child consumes. To provide the most effective health education program, EBFB strives to increase our cultural competency to more effectively reach out to all students. These efforts include developing our knowledge of the following roles food plays in various cultures: Staple foods, Comfort foods, Celebration foods.

A developed cultural competency recognizes the important roles families and communities play in dictating a child's eating and activity choices. Cultural competency can allow EBFB to create more appropriate health promotion curricula. For example, traits can be mistakenly associated with a particular culture rather than considering the past and present social and economic inequalities.

Cultural Competency Resources:

HRSA Cultural Competency Resources for Health Care providers:

<http://www.hrsa.gov/culturalcompetence/>

National Center for Cultural Competence:

<http://www11.georgetown.edu/research/gucchd/nccc/>

Hablamos Juntos

<http://www.hablamosjuntos.org/>

Cultural and Ethnic Food and Nutrition Education Materials: A resource guide for educators

<http://www.nal.usda.gov/fnic/pubs/bibs/gen/ethnic.html>

USA-Mexico Border Health

<http://borderhealth.raonline.org/topics/topic.php?topic=cultural%20competency>

Healthfinder

<http://www.healthfinder.gov/justforyou/>

Association of Asian Pacific Community Health Organizations

<http://www.aapcho.org/altruesite/php/section.php?id=10897>

Ethnomed

<http://ethnomed.org>

National Alliance for Hispanic Health

<http://www.hispanichealth.org>

Black Women's Health Imperative

<http://blackwomenshealth.org>

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Application

Please answer the following questions in application to have the Eat Better, Feel Better program at your school starting fall _____. If your school also completed an application for the USDA Fruit and Vegetable grant, please attach a copy. Applications are due _____. Please mail or fax applications to:

Elizabeth Kimball
Eat Better, Feel Better
Public Health Seattle-King County
401 5th Ave Suite 1000
Seattle, WA 98110
FAX: 206-296-4679

School: _____

Principal: _____

Contact phone number: _____

1. Why would you like to have the Eat Better, Feel Better program at your school?
2. Why do you think school nutrition education is important?
3. What specific needs does your school have for the Eat Better, Feel Better program?
4. Has your school done anything in support of the nutrition policies (e.g. eliminated the use of food as rewards for student behavior)? If yes, please describe below.
5. What plans, if any, does your school have to implement activities and practices in support of the nutrition policies?
6. What activities and programs would you like to bring to your school with the Eat Better, Feel Better program?

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EBFB Principal Planning Meetings

Scheduling

Schedule meeting with Principal

Logistics

Review program start date (October 1 for first year)

Space identified for Wellness Coordinator?

Access to phone?

Access to copiers, printers, etc?

Photo consent forms?

Identify a staff point person.

Planning

School calendar

Staff meetings

Introduction meeting

Family Nights

Assemblies

After school programs

What is a feasible number to plan? What is already planned?

Community partners

Parent contacts

Classes for walking map projects

Grant opportunities

Needs assessment

Review menu of activities – identify priority areas, programs already doing

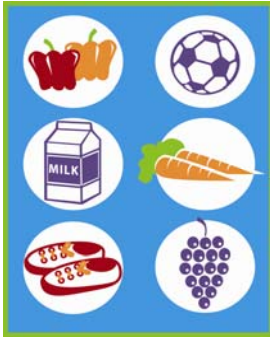
Materials

Implementation plan

Promotional materials

Cost-share explanation

Open Houses



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What is Cost Share?

Eat Better, Feel Better (EBFB) is funded by a federal matching grant from the USDA Food Stamp Program. Instead of having to contribute money, we calculate the dollar value of the time that you and other school employees spend participating in nutrition education. This figure is given to the USDA and they, in exchange, reimburse EBFB for that amount. For example, if you earn \$10 per hour and you sign for an hour of time, we will receive \$10 from the federal government to help pay for EBFB staff and programming. The dollar value of your time is called Cost Share.

What counts as Cost Share time?

The time you spend participating in nutrition education translates directly into dollars that pay for the EBFB staff and programming at your school. We “match” the time that you help us or are available to us before, during and after nutrition education classes and events such as family nights and assemblies. Every minute counts! If you are not sure if something counts as cost share time, ask your EBFB staff. Without you, we would not be able to do programming at your site. You play an important part in helping EBFB function!

Why do I need to record my Cost Share?

The federal government requires that we keep a standard paper trail to verify the amount of hours you spend on nutrition education. The only Cost Share hours we can count are the ones that are recorded on your signed timesheet. Your signature is VERY important. By signing the timesheet, you help to fund EBFB programs and staff! Your school principal will also be asked to sign each timesheet as well. Your wages and benefits are not affected by signing the time sheets. All information is kept confidential.



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Concord Elementary Nutrition Education Time Report

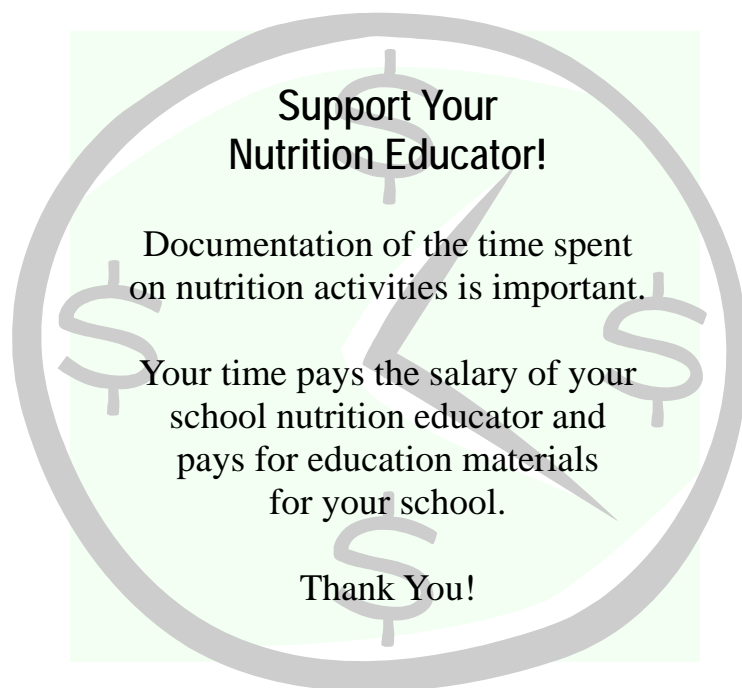
Please record the number of minutes spent on nutrition education activities.
Please turn in this time sheet on the last day of the month to Wellness Mailbox.

Month _____

Date	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	
Minutes																
Code																

Date	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Minutes																
Code																
												Total Minutes				

Code	Activity
A	Taught a Lesson
B	Assisted with a Lesson
C	Hosted a Guest Speaker
D	Planned a Lesson
E	Attended a Training/Meeting
F	Prepared an Activity/Event
G	Attended an Assembly/Event
H	Attended a Family Night
I	Decorated Class/Hall/Board/Cafeteria
J	Performed a Food Demo/Tasting
K	Made Announcements
L	Evaluated
M	Other



Name _____ Signature: _____ Position: _____ Date: _____
(Print)
Supervisor/Principal Signature: _____ Date: _____